

2045867646

NIELSEN SHARE PERFORMANCE (%) DIFF

1994 Q4 1994 MTH M-1 M-2 4WM WEEK WAGO

MARLBORO	28.6	26.9	30.0	29.1	29.1	30.2	31.0	0.6
C-STORES			32.5	31.5	31.8	32.6	33.5	0.6
OPB	9.0	8.9	9.0	8.9	8.8	9.0	8.9	-0.1
BASIC	4.6	4.5	4.5	4.5	4.5	4.5	4.5	0.0
BASIC SOC			14.9	14.5	14.6	15.0	15.5	0.5
C-STORE SOC			15.2	14.6	14.9	15.3	15.8	0.8
PM DISCOUNT	8.6	9.2	8.0	8.0	8.2	8.0	7.9	0.0
C-STORES			7.8	8.0	8.1	7.9	7.8	0.0
PM USA TOT	46.2	46.4	46.9	46.0	46.1	47.1	47.9	0.5
C-STORES			48.0	47.1	47.3	48.1	49.0	0.8

CAMEL	4.4	4.4	4.4	4.4	4.3	4.4	0.0	
WINSTON		6.0	6.1	6.1	5.9	5.8	0.0	
DORAL		4.8	5.2	5.1	4.7	4.6	-0.1	
RJR DISCOUNT	11.9	11.4	11.5	12.2	12.3	11.4	11.0	-0.3
RJR TOT	28.9	28.3	27.7	28.7	28.8	27.5	27.2	0.0

KOOL	3.2	3.1	3.1	3.2	3.1	3.1	0.0	
GPC	5.1	5.0	4.9	5.1	5.0	5.0	-0.1	
B&W DISCOUNT	6.1	6.0	6.0	6.1	6.0	6.0	0.0	
B&W TOT	10.3	10.2	10.3	10.2	10.2	10.3	10.1	-0.2

MONTCLAIR	1.4	1.4	1.4	1.4	1.3	1.3	0.0
AMER. DISCOUNT	3.4	3.4	3.2	3.4	3.4	3.3	-0.2
AMER. TOT	6.5	6.4	6.2	6.5	6.3	6.3	-0.2

NEWPORT	4.1	4.1	4.0	4.1	4.3	4.3	0.2
LORILLARD	5.8	6.8	6.7	6.8	6.8	6.8	0.1
LIGGETT	1.7	1.8	1.9	1.7	1.6	1.6	-0.1

TOT DISCOUNT	31.5	30.5	30.1	30.7	30.9	30.0	29.3	-0.4
C-STORE DISC	31.2	31.7	31.8	31.2	30.1	30.1	31.2	-1.2
PM SOC	25.2	24.5	25.2	25.3	P25.3	25.3	25.3	1.0
RJR SOC	36.8	38.6	38.5	36.6	RJR SOC	36.6	36.6	0.6
B&W SOC	21.6	20.6	20.5	21.7	B&W SOC	21.7	21.7	-0.6
AMER. SOC	11.8	11.4	10.2	11.9	MEHL SOC	11.9	11.9	0.6

Source: Nielsen 12/31/94